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Mobile is sprinting ahead, are we prepared to measure?

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The leading industry event by digital marketers for digital marketers

OpenTable Background

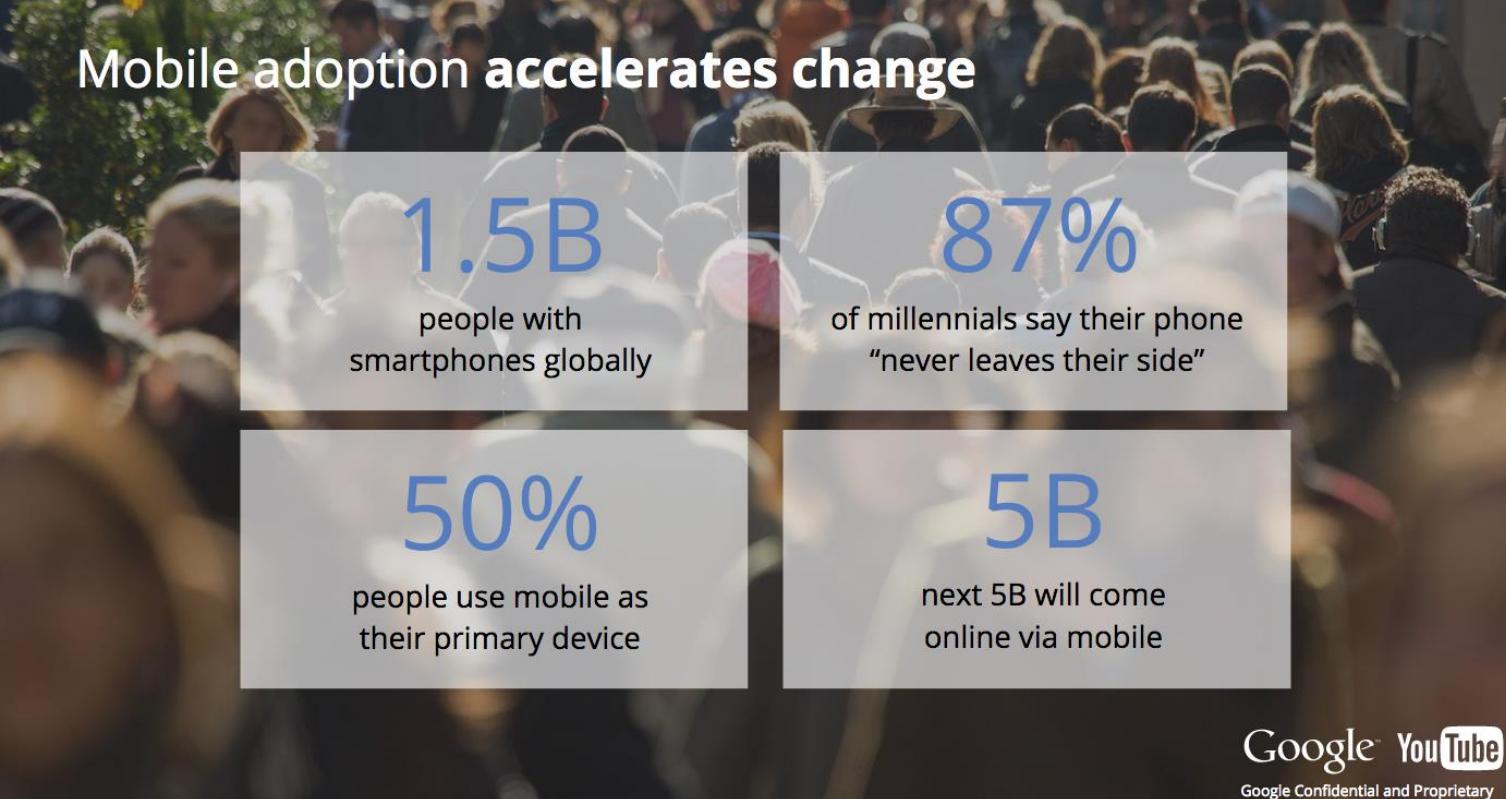
1. OpenTable is part of the Priceline Group (PLCN)
2. The world's leading provider of restaurant reservations
3. Founded in 1998 and seated over 830 million diners
4. Seat more than 16 million diners a month
5. Drive reservations at over 32,000 restaurants

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Mobile search is growing faster than ever before



Mobile adoption **accelerates change**

1.5B

people with
smartphones globally

87%

of millennials say their phone
“never leaves their side”

50%

people use mobile as
their primary device

5B

next 5B will come
online via mobile

Google YouTube
Google Confidential and Proprietary

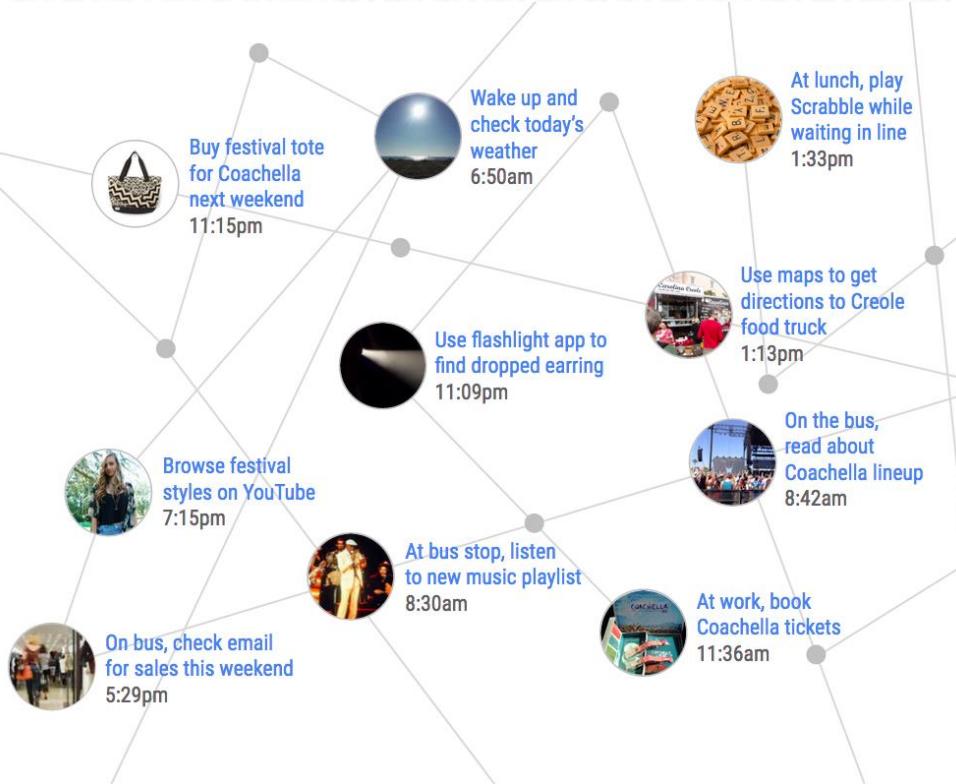
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Mobile frequency far exceeds others platforms

150x
per day



Kleiner Perkins Caufield Byers, May 2013

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Mobile has now matched desktop searches....



50%

in 2015, in 10 Countries, searches on Google.com originating from a mobile device eclipsed 50%

Source: Jerry Dischler, Google, May 5, 2015

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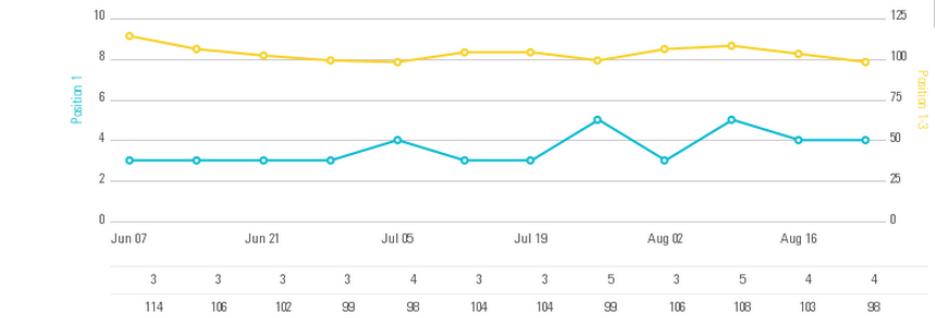
How do we measure success in mobile?

- Tools: Do we have the right tools to measure the shift to mobile?
- User experience: Do we understand the difference in user experience with our products in mobile?
- Strategy: Do we have the right strategy to win in mobile going forward?

Tools

- Make sure you can measure mobile web and apps correctly...rank
- Define key metrics like visits and opens
- Understand users across platform where you can
- What is different in mobile like rank and Share of Voice

Top 200 Non Brand **Mobile** Keywords Ranking Position 1 and 1-3



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Measurement Tools

What is our smartphone Share of Voice?

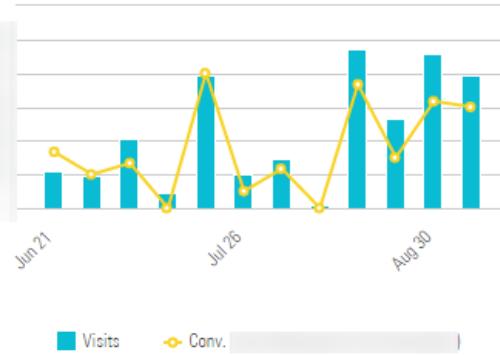


- opentable.com: 531,310 (28.85%)
- 431,237 (23.41%)
- 304,609 (16.54%)
- 235,328 (12.78%)

Are we driving more traffic and conversions?



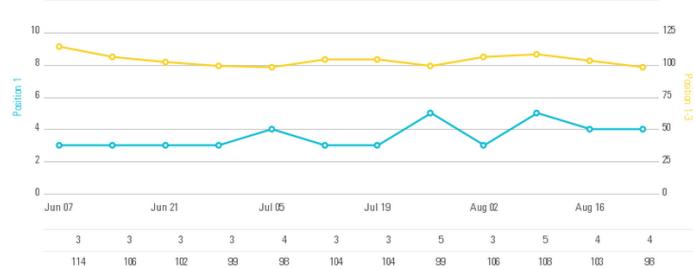
Visits



Visits

Conv.

Top 200 Non Brand Mobile Keywords Ranking Position 1 and 1-3



Mobile Data Cube: Are our mobile pages mobile-friendly?

Keyword	Search Volume	Page	Mobile-Friendly
restaurants near me	3,350,000	m.opentable.com/?latitude=39.7191360&longitude=-105.091200&address=Denver#/	Yes
food near me	1,000,000	m.opentable.com/?latitude=39.7191360&longitude=-105.091200&address=Denver#/	Yes

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User Experience

- Desktop has wider pages with often more content visible

The screenshot shows the desktop version of the Perbacco restaurant page. At the top, there's a header with the restaurant's name, a star rating of 4.5 stars from 3918 reviews, and categories like Italian, Financial District / Embarcadero, and price range (\$30 and under). Below the header is a search bar for '2 people' on 'Sep 3, 2015' at '7:00 PM' with a 'Find a Table' button. A sidebar on the left lists links such as Reservation, About, Photos, Menu, Gift Card, Private Dining, Reviews, and More Restaurants. The main content area features a large image of the restaurant's interior, availability for September 3rd, a map showing the location in San Francisco, and a detailed description of the restaurant's atmosphere and history.

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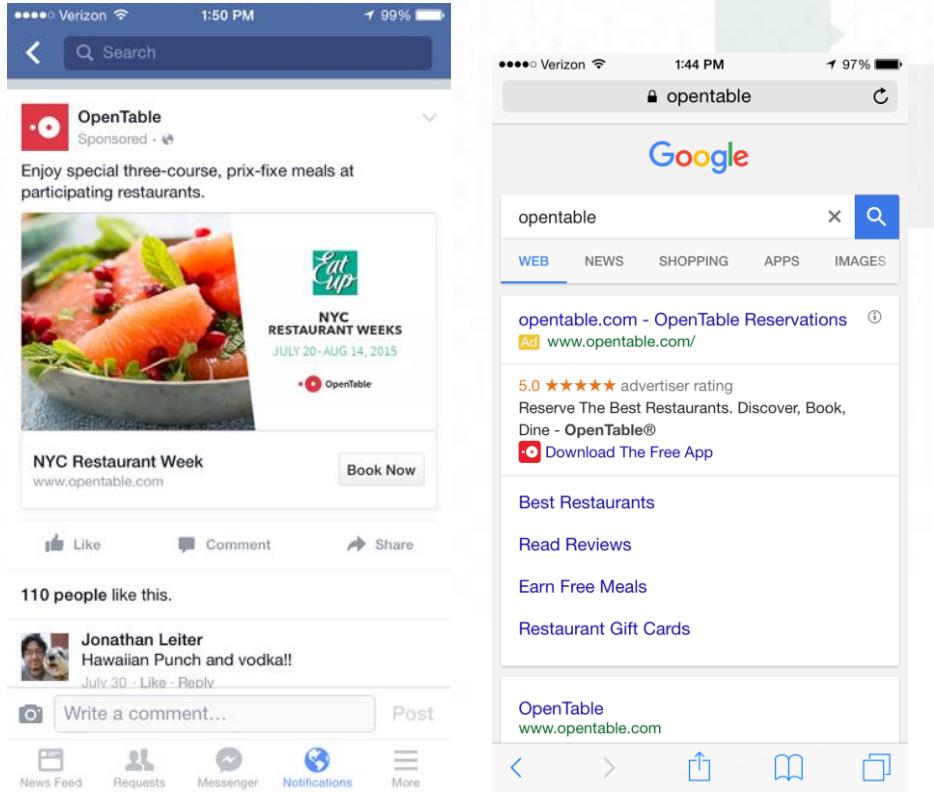
- Mobile is smaller experience with content presented differently

The screenshot shows the mobile version of the Perbacco restaurant page. The top status bar indicates signal strength, battery level (69%), and the time (11:21 AM). The main content area includes a circular thumbnail of the restaurant's interior, the restaurant's name, its 4.5-star rating, and address (230 California St, San Francisco, CA, 94111). Below this are buttons for booking a table for 2 people at various times (12:45 PM, 1:00 PM, 1:15 PM, 1:30 PM), a link to find future times for lunch, and a section for popular dishes. A Chase Sapphire Preferred credit card advertisement for a promotion is also visible.



Strategy

- Sending traffic to right experience? App vs Mobile site
- Taking advantage of all opportunities?
(SEO/Paid/Social/Display)
- Addressing user behavior in mobile? Tend to be looking for the concept of “now”



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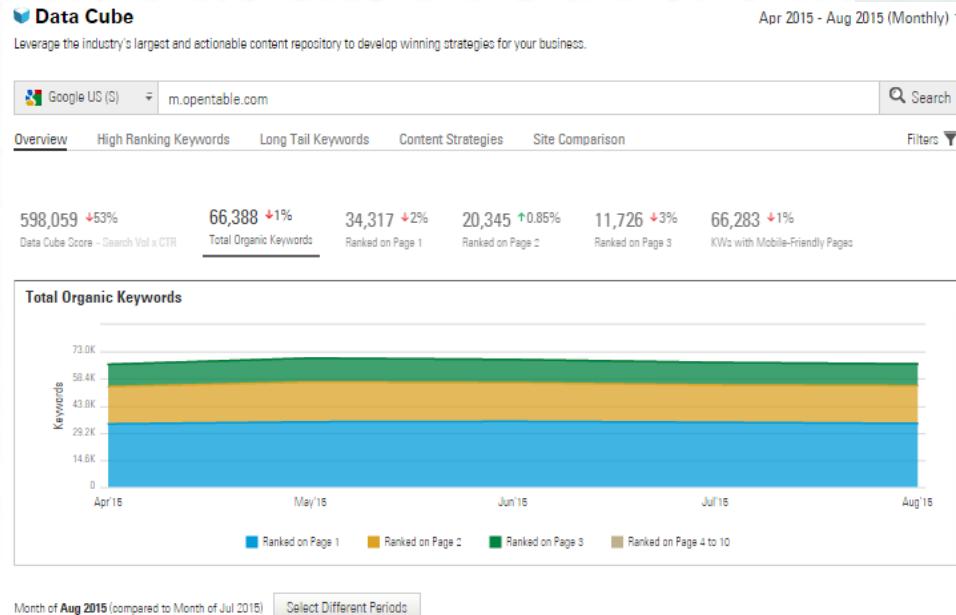
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Strategy

Understanding and addressing the right search terms and demand for the mobile landscape



Track Columns

	Keyword	Search Volume	Page	Mobile-Friendly
1	restaurants near me	3,350,000	m.opentable.com/?latitude=39.71913603&longitude=-105.0091200&address=Denver	Yes
2	food near me	1,000,000	m.opentable.com/?latitude=39.71913603&longitude=-105.0091200&address=Denver	Yes
3	nada	823,000	m.opentable.com/restaurant/referral?restid=154150&refref=	Yes
4	washington dc	450,000	m.opentable.com/?latitude=38.90502803&longitude=-77.0627503&address=Washington	Yes
5	a10	368,000	m.opentable.com/restaurant/a10-hyde-park/114625?refid=114625&refref=	Yes

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Lessons we have learned

- Search trends will often be your business trends as well
- Tracking in mobile can be challenging when users may visit in one platform and take action in another (ex. Visit a site and transact in App)
- User experience in mobile can mean what is prioritized is different than desktop
- Behavior and intent in mobile maybe inherently different. Does not mean there is a product issue (ex. Conversion rates and lead time)
- Keep testing and learning in your marketing efforts in mobile

Key Takeaways

- Keep testing and learning in your marketing efforts in mobile
- Understand the value of your mobile users
- Try to stay ahead of your measurement tools
- Continue to evolve your products to create great user experiences

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Insert
Speaker
Logo